

Frequently Asked Questions for Stations

What is happening?

Nearly 1,000 television stations across the country are required to move to new frequencies to make room for wireless services. Viewers who watch TV over the air with an antenna will need to “rescan” their TV sets at the appropriate times to continue watching TV for free. Rescanning is when your TV finds all the available channels in your area.

Why is it happening?

Wireless internet shares the same spectrum as over-the-air broadcast television. In 2012, Congress authorized the Federal Communications Commission (FCC) to hold an auction and reallocate broadcast TV airwaves for use by wireless services.

At the conclusion of the auction, the FCC determined that nearly 1,000 TV stations must now move to new frequencies to make room for wireless internet carriers. These moves will take place beginning in 2018 and continue through at least April 2020.

What does this mean for your viewers?

Your viewers who rely on an antenna to watch TV free, over the air, will need to take steps to rescan their television sets when a local station changes frequencies. They will not need to purchase any equipment or services. Viewers who subscribe to cable or satellite television will not be affected.

Rescanning is a straightforward process: select “scan” or “autotune” from your TV or converter box control menu to start the scanning process. Instructions are usually available by pressing the “set-up” or “menu” buttons on your remote control.

Your viewers may need to rescan more than once, as other stations in your market may be moving frequencies at other times as directed by the FCC.

How can you help prepare your viewers for these changes?

The National Association of Broadcasters (NAB) is providing tools to help your station communicate these moves to viewers at [TVAnswers.org/tools](https://www.tvanswers.org/tools).

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These tools have been created based on consumer research of over the air viewers to determine the messages that best resonate and urge action. These tools include:

- A website to educate viewers – TVAnswers.org;
- Customizable TV spots and radio scripts;
- Instructional rescanning video;
- Messages and talking points;
- Customizable scripts, live read copy and on-air spots;
- Quick guide to answering phone calls;
- Sample copy for your newscasts;
- Sample text for crawls;
- Sample banner ad copy;
- Sample press release;
- Sample op-ed;
- Sample handout;
- Sample print ad;
- Sample social media posts;
- Sample presentation for civic meetings;
- Letter to send to your legislators;
- FCC education requirements; and
- Checklist of activities with a suggested timeline for action.

We urge you to utilize NAB's tools to ensure a consistent message for all viewers that minimizes confusion.

Where can I find more information about what's happening?

Please visit our consumer education website: TVAnswers.org, or contact NAB at NABMarketing@nab.org for more information.

Viewers can also call the Federal Communications Commission consumer hotline at 1-888-CALLFCC (1-888-225-5322) and press "6" to speak to a help desk representative. The call center is staffed from 8:00 a.m. to 1:00 a.m. Eastern time, seven days a week.

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